

Internet Broadcasters Guide To Understanding Your Audience



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www.ScenicRadio.Com

Relaxing Entertainment for the World



www.BroadcastingWorld.Com

Global Broadcast Information Portal

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scrap.oldbookillustrations.com/tagged/victorian/page/13

About The Author

David Childers is the Content Manager for the Global Broadcasting portal www.BroadcastingWorld.com. He is very active in the Internet broadcast industry and has written numerous guides and a book about this growing technological field. He is also the webmaster of www.ScenicRadio.com, the global destination for relaxing entertainment.

Mr. Childers' work has been cited in several national and International publications, including these:

Five Essays on Copyright In the Digital Era
Turre Publishing

Research On High-Profile Digital Video Production
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services
National University of Rwanda

Preservation of audiovisual mediums: Problems and challenges
Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology
Idea Group Publishing

Peer-to-Peer Systems and Applications
Lecture Notes In Computer Science
Springer Berlin / Heidelberg

Feedback

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: www.KL7AF.com

Foreword

Greetings,

Welcome to another guide in my series about Internet Broadcasting.

It is important to know and understand a broadcast station's audience. This information can be useful for promoting and marketing the broadcast station to specific target audiences. It can also be useful as a resource for developing additional content.

Knowledge is also important for mastering the new media that is now available on the Internet. The technology of Internet broadcasting and content delivery is constantly changing and improving. Portable electronic devices and smart phones now allow people to access Internet media at any time or any place. We are no longer separated by distance or time, we are now a globally connected community.

I would like to thank Scarlet Coker for providing assistance with the editing of the manuscript and James Davey at Broadcasting World for allowing me the opportunity to create this guide.

It is my sincere hope that the reader finds this guide beneficial.

David Childers

November 2011

Posveèeno Neži Vidmar.



Mutantur omnia nos et mutamur in illis.

You always pass failure on the way to success.

Mickey Rooney

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Introduction

Website and broadcast audience information is based on actual Internet traffic data. Understanding this information is crucial for providing a quality product for the audience. The broadcast station needs an active audience to exist, so it is important that the broadcast station never takes its audience for granted.

Internet broadcasters have several sources of potential audience traffic. Each of these sources of traffic data is important and should be carefully analyzed. It is also important to document and retain this data for future reference. This data can provide useful information on various aspects of the website visitor and the broadcast station audience habits. This data can also be used to develop strategies that can drive more traffic, increase return visitors and advertising income.

Terrestrial broadcasting audience interaction is measured by several companies that use statistical sampling to generate audience profiles for specific audience markets. This data is derived from diaries and electronic devices that monitor media consumption. This information is submitted by volunteer survey participants within the designated market area.

The use of statistical sampling has been challenged in several radio markets and by several ethnic groups in North America. These challenges assert that data generated for these markets or groups was erroneous.

Some examples of these challenges include:

Los Angeles Times
April 04, 1991

Radio Stations Fault Rating Firm on Hispanic Issue : NYC Council to FCC: Probe Arbitron.
Listener: Executives call Arbitron's measurements 'a joke.'
Millions of dollars in advertising revenue are at stake.
Kevin Brass

New York Times
December 31, 2007
Radio's Challenge: Counting the Young.
Brian Stelter

Washington Post
October 11, 2008
Minority-oriented stations contend use of Arbitron's portable people meter underestimates their audiences.
Paul Farhi

Ad Week
September 25, 2008

Jackie Madrigal
The Hill
October 01, 2009
Arbitron's flawed ratings hurt minority radio
Ceril Shagrin and Charles M. Warfield Jr.

New York Daily News
December 15, 2009
New York Rep. Edolphus Towns wants Arbitron to regulate people meter, or else legislation will.
David Hinckley

Internet audience traffic can provide a wealth of information that statistical sampling does not. This data can also provide an extremely reliable source of information, based on actual events.

Website Data

Website traffic is based on people accessing the website, and can be broken down into several categories. It is important to retain all website traffic information for future reference.

These categories of information include:

- Unique visitors
- Repeat visitors
- Visitor location

* Visitor information can be used to indicate the ability to attract visitors based on:

- Geographic areas
- Language
- Specific content
- Total page views
- Top entry page
- Page view ranking
 - * Most viewed
 - * Least viewed
- Average length of stay on page
- Average number of pages viewed by each visitor

* Page accessed information can be used to track the websites ability to attract visitors based on:

- Geographic areas
- Language
- Specific content
- Internal advertising
 - * Station announcements
 - * Banners or links
- Website referrals
- Search engine queries used

* Referrals and search engine query information can be used to track market reach based on:

- Geographic areas
- Language
- Specific content
- Promotional campaign
- Marketing campaign
- Advertising campaign
- Operating system
- Web browser

* Technical information can be used to adapt the station website to new technologies as they become widely available.

Website traffic is based on several factors:

- Time of day
 - * Day
 - * Night
- Type of day
 - * Weekday
 - * Weekend
- Season of year
 - * Spring
 - * Summer
 - * Fall
 - * Winter
 - * Holiday

* Traffic patterns can be established based on these specific criteria.

- Hourly
- Daily
- Weekly

- Monthly

* Summary information based on a specific time frame can be used for comparative analysis based on different factors.

These are software programs that can be used to analyze the log files of website traffic:

www.deep-software.com

www.webalizer.org

www.hping.org/visitors

www.w3perl.com

Note

The measurement of hits is not the same as actual visitors accessing a website.

The use of web proxies by visitors can identify people bypassing network filtering or Internet provider content restrictions.

Website Action

Actions performed by visitors on a website can provide additional useful information.

These actions include:

- Listen / view broadcast station stream on the website
- Listen / view other multimedia on the website
- Download multimedia files embedded on the website
- Join broadcast stations Social Media group on the website
- Sign up for broadcast station newsletter

* Conversion rate indicates how well the website is able to induce the website visitor to perform a specific action.

- Advertising click through
 - * Total number of visitors that click on advertising.
- Advertising click through rate
 - * Percentage of visitors that click on advertising.
- Advertising effective frequency
 - * Number of times that a single advertisement is displayed before a visitor will click on the advertising.

* Advertising reach indicates how well the website advertising is able to induce the visitor to click on the advertising.

Note

Click tracking scripts can be placed on a web page to monitor individual click actions performed on that page.

How do I manually track clicks on outbound links with Google Analytics

www.google.com/support/analytics/bin/answer.py?answer=55527

Word Press click tracker plugin

wordpress.org/extend/plugins/wp-click-track/

Click tracker script

www.php-development.ru/php-scripts/click-tracker.php

Broadcast Data

Broadcast traffic is based on people accessing the actual broadcast, and can be broken down into several categories. It is important to retain all website traffic information for future reference.

These categories of information include:

- Unique listener / viewer count
 - Repeat listener / viewer count
 - Listener / viewer geographic location
 - * Listener / viewer information can be used to indicate the ability to attract an audience based on:
 - Geographic areas
 - Language
 - Specific content
 - Total connected time
 - Total connected listener / viewer
 - Average connected time
 - * Connected time information can be used to track the broadcasters ability to attract listeners / viewers based on:
 - Geographic areas
 - Language
 - Specific content
 - Internal advertising
 - * Banners or links placed on broadcast stations website
 - Media player used
- * Media player information can be used to adapt the station broadcast to new technologies as they become widely available.

Broadcast traffic is based on several factors:

- Time of day
 - * Day
 - * Night
 - Type of day
 - * Weekday
 - * Weekend
 - Season of year
 - * Spring
 - * Summer
 - * Fall
 - * Winter
 - * Holiday
- * Traffic patterns can be established based on these specific criteria.
- Hourly
 - Daily
 - Weekly
 - Monthly
- * Summary information based on a specific time frame can be used for comparative analysis based on different factors.

These are software programs that can be used to analyze the log files of media stream servers:

www.alterwind.com/loganalyzer/log-analyzer-lite.html
www.casterstats.com
www.sawmill.net/formats/shoutcast16.html
www.dragonwire.org/shoutcast_logparse
www.starnetwork.ro/shoutcast_log_parser/main.php?lang=en
www.glop.org/shoutstats

Relative Directory Ranking

This indicates ranking comparison between Internet stream directories that weight the order of stations based on listener numbers or recommendations.

Examples directories that can allow this include:

- Shoutcast
- iTunes
- www.Internet-radio.org.uk
- www.radiomee.com
- www.radioshaker.com
- tuner24.com
- www.tunein.com

Note

The use of web proxies by visitors can identify people bypassing network filtering or Internet provider content restrictions.

Market Reach

Market reach is the ability to attract and / or retain traffic levels for both a station website and actual broadcast traffic that is based on specific criteria.

This criteria includes:

- Geographic location
- Language

Geographic areas and languages can be identified by market area.

These global market areas include:

- North America
- South America
- Central America
- Caribbean
- Atlantic Ocean
- Europe
- Slavic Nations
- Mediterranean
- Middle East
- Africa
- Asia
- Far East
- Pacific Ocean

Market reach should be theoretically equal in all geographic areas to achieve maximum global audience penetration.

There is no accurate method for determining actual Market Share for Internet broadcasting. This would require very specific information that is not easily obtained.

This information would include:

- Total number of active Internet users in target area.
- Total number of broadcasters that target the area.
- Total hours of dedicated broadcasting (from all broadcasters) for target area.

Survey Information

A variety of information can be obtained through surveys that are completed by members of the broadcast stations audience or website visitor. This information can be broken down into two main categories.

These categories are:

- Psychographic data
 - * Information based on personal preferences and interests.
- Demographic data
 - * Information based on the persons age, location and education.

Survey information can provide very valuable insight that can be used for promotion and marketing. This information can also be used to tailor content for specific audience needs or to correct deficiencies within the web content or the broadcast content.

- Survey information should be retained for future reference.
- Surveys should be conducted periodically, every 12 months.
- Survey participation can be turned into a content for prizes or gifts, to inspire people to actively participate.

Note

Local or national laws may regulate the retention or use of submitted personal data. Please check to ensure that any use of this personal information is in compliance with any applicable laws that the broadcast station is subject to.

These are suggested survey questions that will provide the broadcast station with a broad range of audience data:

Website Questions

- What attracted you to the website.
- Did you enjoy visiting the website.
- What did you like the most about visiting the website.
- What did you dislike the most about visiting the website.
- Do you have any suggestions for improving the website.
- How would you rate the content of the website on a scale of 1 to 10.
(1 being best – 10 being worst.)

Radio Broadcast Questions

- What attracted you to listening / viewing the broadcast station.
- Did you enjoy listening / viewing the broadcast station.
- What did you like the most about listening / viewing the broadcast station.
- What did you dislike the most about listening / viewing the broadcast station.
- Do you have any suggestions for improving the broadcast station.
- How would you rate the content of the broadcast on a scale of 1 to 10.
(1 being best – 10 being worst.)

General Questions

- E Mail address of survey participant.

Please include a disclaimer that any personal information submitted will be treated with the utmost care and will be used or retained in accordance with applicable laws.

- Where is the survey participant located.
 - * Enter country where the survey participant is located.

- Gender of survey participant.

* Male

* Female

- Age of survey participant.

* 10 - 14

* 15 - 19

* 20 - 24

* 25 - 29

* 30 - 34

* 35 - 39

* 40 - 44

* 45 - 49

* 50 - 55

* 55 - plus

- What type of Internet connection does the survey participant have.

* Broadband

* Dial-up

* Wireless

* Satellite

- What is the primary device used by the survey participant for accessing the Internet.

* Desktop computer

* Laptop computer

* Netbook computer

* Tablet computer

* Smart phone

* Other

- Average weekly time the survey participant spent using the Internet.

* 1 - 4 hours

* 5 - 9 hours

* 10 - 14 hours

* 15 - 19 hours

* 20 - 24 hours

* 25 or more hours

- Average weekly time the survey participant spent watching on demand video on the Internet.

* 1 - 4 hours

* 5 - 9 hours

* 10 - 14 hours

* 15 - 19 hours

* 20 - 24 hours

* 25 or more hours

- Average weekly time the survey participant spent watching television on the Internet.

* 1 - 4 hours

* 5 - 9 hours

* 10 - 14 hours

* 15 - 19 hours

* 20 - 24 hours

* 25 or more hours

- Average weekly time the survey participant spent listening to on demand music on the Internet.

* 1 - 4 hours

* 5 - 9 hours

* 10 - 14 hours

* 15 - 19 hours

* 20 - 24 hours

* 25 or more hours

- Average weekly time the survey participant spent listening to radio on the Internet.

* 1 - 4 hours

* 5 - 9 hours

* 10 - 14 hours

* 15 - 19 hours

* 20 - 24 hours

* 25 or more hours

- Why does the survey participant use the Internet.
(Check all that apply.)

* Communication

* Entertainment

* Education

* Information

* News

* Social networking

* Shopping

- What is the survey participants education level.
(Check all that apply.)

- * Primary (Elementary) school
- * Secondary (High school) school

- * Technical (Trade) school
- * University or College
- * Graduate School

- What types of music does the survey participant enjoy listening to.
(Check all that apply.)

- * African
- * Blues
- * Caribbean
- * Children's
- * Classical
- * Country
- * Electronic
- * Folk and Traditional
- * Jazz
- * Latin
- * March

- * Middle Eastern
- * Military
- * Musicals
- * New Age
- * Novelty and Comedy
- * R&B and Soul
- * Rap and Hip-Hop
- * Reggae
- * Religious and Devotional
- * Rock and Pop
- * World

- What types of movies does the survey participant enjoy watching.
(Check all that apply.)

- * Action
- * Adventure
- * Animation
- * Biography
- * Comedy
- * Crime
- * Documentary
- * Drama
- * Family
- * Fantasy
- * Film-Noir

- * History
- * Horror
- * Music
- * Musical
- * Mystery
- * Romance
- * Science Fiction
- * Sport
- * Thriller
- * War
- * Western

- What types of books does the survey participant enjoy reading.
(Check all that apply.)

Fiction

- * Action and Adventure
- * Chick Literature
- * Children's
- * Commercial Fiction
- * Contemporary
- * Crime
- * Erotica
- * Family Saga
- * Fantasy
- * Dark Fantasy
- * Gay and Lesbian
- * General Fiction
- * Graphic Novels
- * Historical Fiction
- * Horror
- * Humor
- * Literary Fiction
- * Military and Espionage
- * Multicultural
- * Mystery
- * Offbeat or Quirky
- * Picture Books
- * Religious and Inspirational
- * Romance
- * Science Fiction
- * Short Story Collections

Non-Fiction

- * Art & Photography
- * Biography & Memoirs
- * Business & Finance
- * Celebrity & Pop Culture
- * Music, Film & Entertainment
- * Cookbooks
- * Cultural/Social Issues
- * Current Affairs & Politics
- * Food & Lifestyle
- * Gardening
- * Gay & Lesbian
- * General Non-Fiction
- * History & Military
- * Home Decorating & Design
- * How To
- * Humor & Gift Books
- * Journalism
- * Juvenile
- * Medical, Health & Fitness
- * Multicultural
- * Narrative
- * Nature & Ecology
- * Parenting
- * Pets
- * Psychology
- * Reference

- * Thrillers and Suspense
- * Western
- * Women's Fiction
- * Young Adult

- * Relationship & Dating
- * Religion & Spirituality
- * Science & Technology
- * Self-Help
- * Sports
- * Travel
- * True Adventure & True Crime
- * Women's Issues